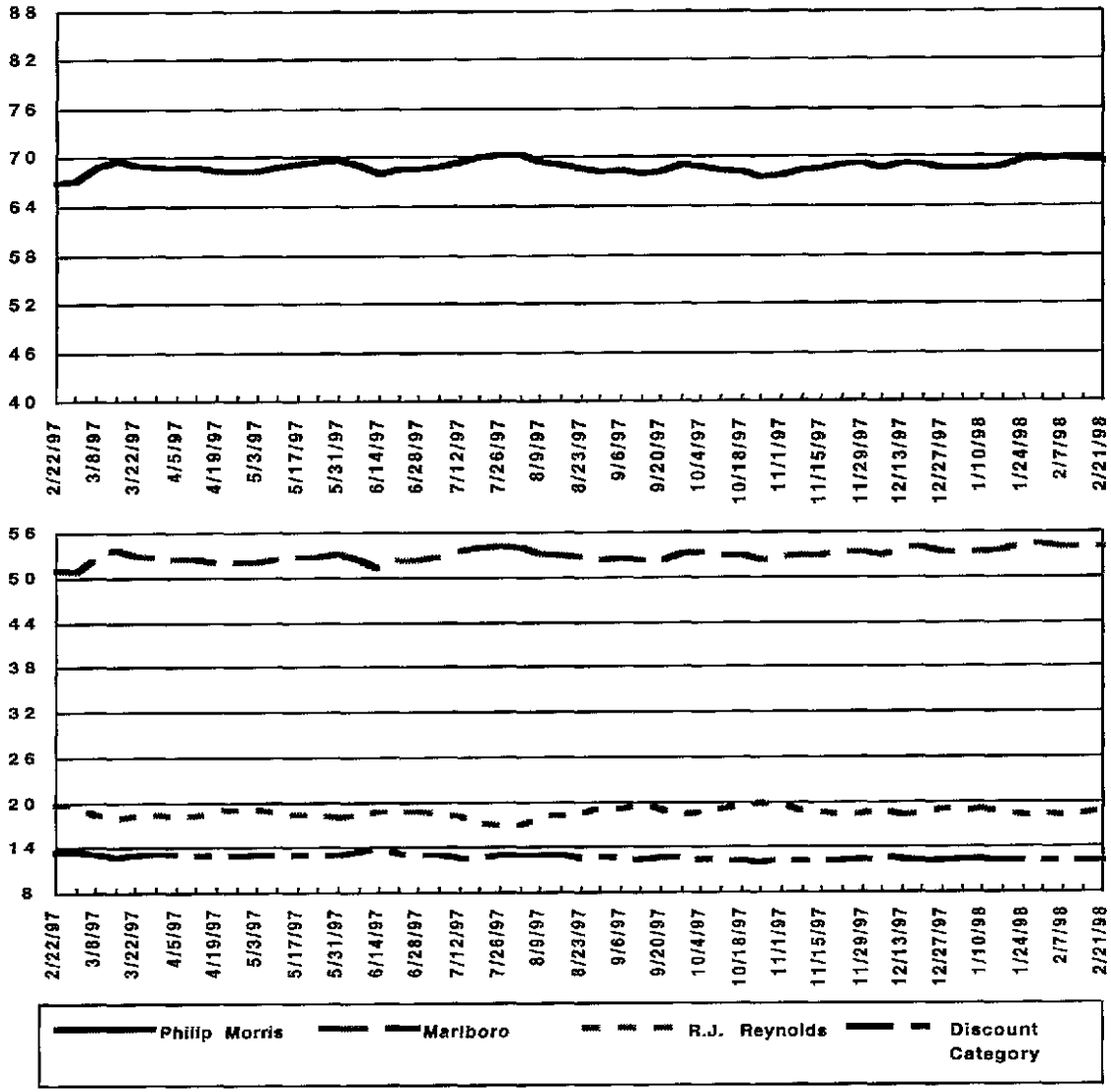
CONOCO INC
THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	69.21	69.46	68.72	69.85	1.14
Marlboro	53.62	53.94	52.78	53.75	0.97
OPB	10.38	10.37	10.51	10.70	0.19
Basic	3.90	4.05	3.94	4.31	0.37
R. J. Reynolds	18.59	18.64	18.72	18.43	-0.29
Camel	7.29	7.54	7.45	7.66	0.21
Winston	4.85	4.83	4.23	4.80	0.57
Doral	2.49	2.58	2.47	2.40	-0.07
B&W	8.93	8.59	9.25	8.28	-0.97
GPC	3.24	3.14	3.38	3.00	-0.39
Lorillard	3.11	3.12	3.16	3.19	0.03
Newport	2.40	2.43	2.30	2.50	0.20
Liggett Group	0.11	0.10	0.12	0.11	-0.01
Premium	87.83	87.87	87.25	87.91	0.66
Private Label	0.16	0.03	0.23	0.03	-0.20
Avg Ind CPW	169.46	170.34	164.50	172.66	8.16
Avg PM CPW	117.29	118.32	113.04	120.61	7.57
Avg Marl CPW	90.87	91.88	86.83	92.80	5.98
# of Stores	45	45	45	45	0

Source: STARS Store Level Data

National Account Package II

2071850043

Source: https://www.industrydocuments.ucsf.edu/docs/lkgy0004